

# MOTOR AGE


Vol. XLVIII  
Number 19

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CHICAGO, NOVEMBER 5, 1925

Thirty-five Cents a Copy  
Three Dollars a Year

## TO market its product through dealers &

### The Goodrich 10 points of profit

- 1— A product of honest value.
  - ✓ 2— Marketing through dealers.
  - 3— Dealers of good standing.
  - 4— Safe and permanent supply.
  - 5— Dealer advertising support.
  - 6— Protection of Dealers established trade.
  - 7— A tire for every transportation need.
  - 8— Fair and competitive price schedule.
  - 9— Original equipment program with car manufacturers.
  - 10— Square deal in all transactions.
- 

POINT TWO of the Goodrich Ten Points of Profit is a statement of policy by a tire manufacturer, but it might well have been written by tire merchants themselves. It needs as little argument with a dealer as explanation and interpretation.

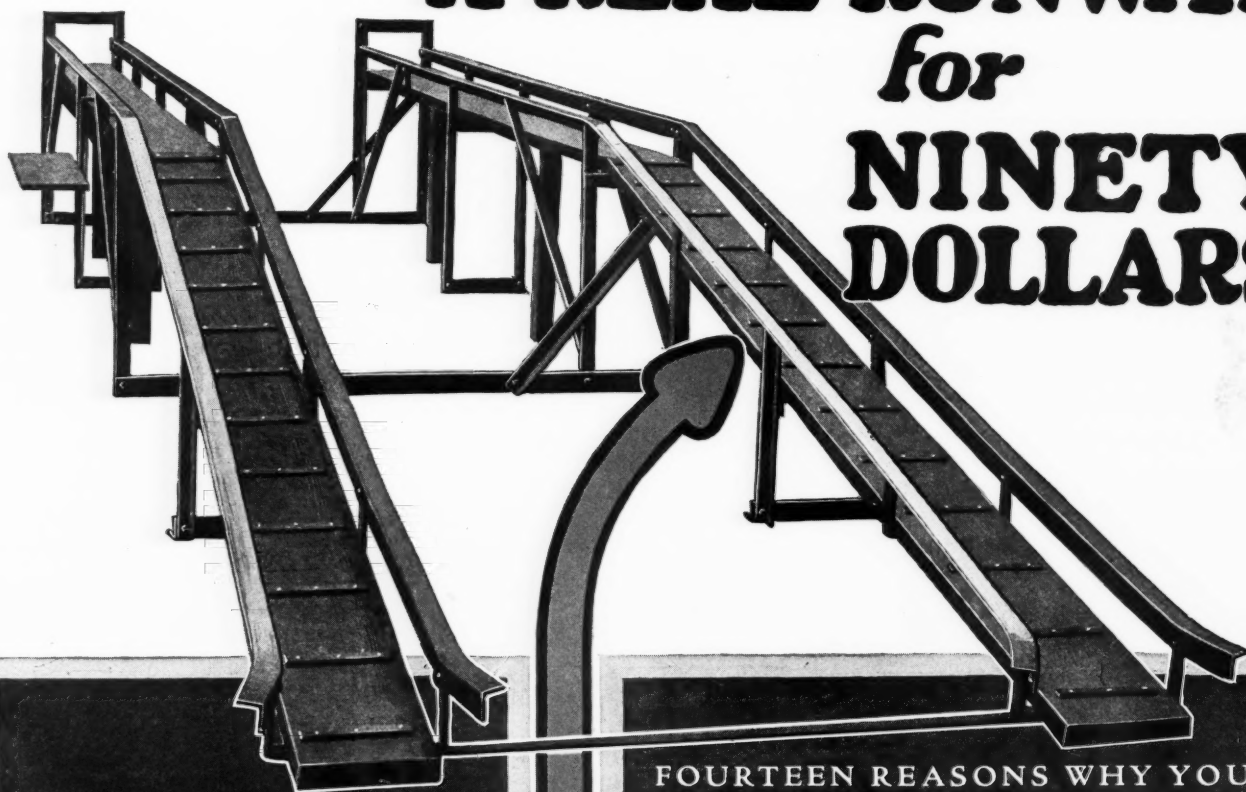
It is an open-handed, above-the-table declaration of Goodrich's appreciation of the problems and interests of the tire merchant. It is the best of evidence of the square deal principles underlying the Goodrich Points of Profit. Read the other nine carefully. Then you have the sum and substance of a permanent and profitable tire business.

THE B. F. GOODRICH RUBBER COMPANY  
Established 1870 Akron, Ohio

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"Best in the Long Run"

# A REAL RUNWAY *for* NINETY DOLLARS



## FOURTEEN REASONS WHY YOU SHOULD HAVE A MANLEY RUNWAY

At last the expensive, heavy, all steel runway has been eliminated and in its place appears the new Manley Service Runway, with its steel truss construction, steel angle iron guard rails, and its oak floors and cleated approaches.

This new scientific combination of wood and steel is shipped partially assembled, so that it is easy to set up--no special foundation being required.

Wood floors are used, not only for lightness, but because they give better traction and permit the application of cleats, eliminating any necessity for using sand, ashes, sawdust, etc., in order to secure traction on the approaches.

1. Costs less than a homemade runway.
2. Ten inches between guard rails will accomodate largest balloon tires.
3. Angle iron guard rails make it absolutely safe.
4. High guard rails make it impossible for car to run off, and inspire confidence--even in inexperienced drivers.
5. Wide flare of guard rails at bottom makes it easy to enter.
6. Approaches provided with cleats, giving additional traction.
7. Easy to assemble, no foundation required.
8. Open construction allows free movement between supports.
9. Extra high, strong bumper at end.
10. Easy to disassemble in case it is desired to move.
11. Frame for working step supplied with each runway.
12. No tie bars along sides to interfere with using grease trucks.
13. Open space between guard rails and floor allows dirt to be easily cleared away.
14. Only ninety dollars.

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Buy from your own jobber.

Write us for special bulletin.  
**MANLEY MFG. CO., York, Pa.**

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GMAC rates reduce the time payment price of a Buick from \$30 to \$75 under that of other cars whose dealers do not have the advantage of a General Motors connection.

## *the Better* **BUICK**

BUICK MOTOR COMPANY, FLINT, MICHIGAN

*Division of General Motors Corporation*

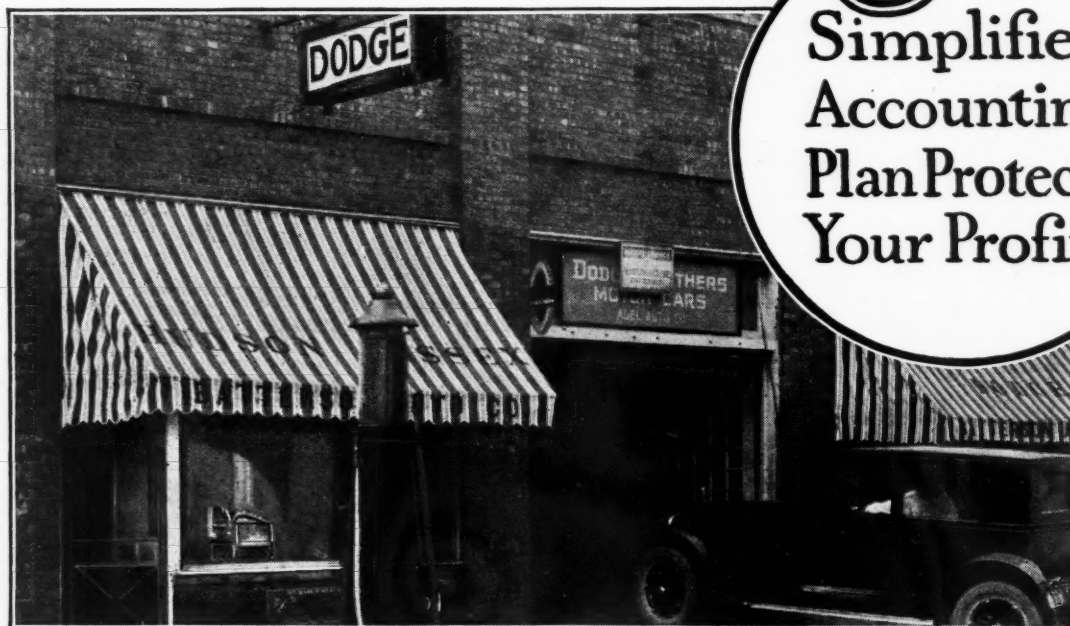
Pioneer Builders of  
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Branches in all Principal  
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WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



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Motor Co., Vineland, N. J.

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Business .....

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DETROIT, MICHIGAN

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# MOTOR AGE

Reg. U. S. Pat. Office

Vol. XLVIII

No. 19

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NORWESCO started  
 the radiator cement  
 industry with  
**SE-MENT-OL**  
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SE-MENT-OL upset the  
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 since.

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The  
 "Chemically  
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**SE-MENT-OL**  
 REG. U. S. PAT. OFF.  
**LIQUID**  
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**NORWESCO**  
 THE CHEMICALLY CORRECT  
 TRADE MARK REG. U. S. PAT. OFF.

**RADIATOR  
 CEMENT**

BACKED BY 35 YEARS OF "KNOW-HOW"



*Back in  
Dobbin's Day*

Miller history goes back into the 90's, before the age of motor cars, when Dobbin was king of the highway. Through the years we have helped to bring the fine art of vehicle building to its present day perfection.



# Character

NEITHER men nor institutions are *born* with character. It is a gift the gods bestow, in return for strife and struggle. Years of experience and experiments must go into the moulding and testing of any character of enduring worth.

For three decades and more the character of the House of Miller has been in the making. This is a time-tested institution, built upon a firm foundation. Into this creation this pioneer bus-building organization puts above all else, that priceless element—Character.

( Write today for detailed specifications, and  
some mighty interesting facts and figures. )

**The A. J. MILLER CO., BELLEFONTAINE, O.**



*This symbol means that Studebaker prices do not  
include the profits of outside body-makers*

## LOOK AHEAD!

*Figure the value of your franchise over the  
next five or ten years*

**W**ILL you be in the automobile business in 1930?  
The car you are now handling — will it still be on the  
market?

Will you be in the red—or will you show a substantial yearly  
surplus?

\* \* \*

More than 500 makes of cars have come and gone since the  
industry began.

This year, there are only 32 makers and 46 lines.

And 94.75 per cent of the 1925 total output is accounted for  
by the twenty "best sellers."

\* \* \*

Studebaker resources insure stability and permanency for  
dealers.

And Studebaker's One-Profit principle of manufacture—today  
known and appreciated all over the country—makes Studebaker  
supreme in the fine-car field.

\* \* \*

Studebaker's strong position in the fine-car field will be even  
more soundly entrenched in the next few years. Its franchise  
cannot but greatly increase in value.

For certain territories it is still available. Write for details.  
Communications will be held in strict confidence.

THE STUDEBAKER CORPORATION OF AMERICA  
SOUTH BEND, INDIANA

T H I S   I S   A   S T U D E B A K E R   Y E A R





*Nash Leads the World in Motor Car Value*

# *A Money-Making Contract that is Yearly Growing More Profitable*

It is no secret to the trade that the Nash dealer is averaging profits substantially above the average.

In fact, the Nash contract is recognized throughout the trade as one of the "plums" of the industry.

Two very definite factors are at the bottom of the Nash dealer's enviable position in the business.

One is the character of the dealer policy that forms the backbone of Nash sales and distribution—*fair, sound, and vigorously helpful*.

The other is the *unusual salability* of the product that Nash gives the dealer to market.

Proof of this last statement is more positively expressed in the Nash production and sales record for the past 13 consecutive months—*showing an average monthly increase of 82%*.

And now Nash dealers are adding to their contracts a fresh source of profit—the *Ajax Six*—whose production and sales scarcely five months from the day the first car came off the line is already crowding a 3,000 car per month output.

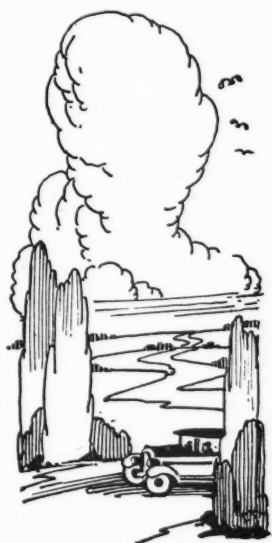
(2493)

# NASH



# *Cushioning*

## *the Loose Joint Between Ring and Piston*



It's a fact, Ramcos are scientifically made to just the right length, width and thickness. No harsh tension. They **cushion** the piston ring into perfect conformity with the cylinder wall and at the same time centralize the piston. They compensate for the normal wear on ring and cylinder.

Even though the cylinder wall is ten thousandths out of round, Ramcos will stop the oil-pumping. Give them the acid test—try them on the worst "coal-burner" you can find.

Perfect circular tension is only obtained with Ramcos because no other inner ring is cut at the crimp. This is a Ramco patented feature.

*Every Piston Ring Needs a Ramco*  
—Test Ramcos and Know

# RAMCO

*Cushion*

# INNER RINGS

Ramsey Accessories REG. U.S. PAT. OFF. Mfg. Corp.—St. Louis, Mo.





## CO-OPERATION

The welfare of each individual dealer is a matter of vital concern to Chrysler. Each Chrysler dealer knows that we welcome his bringing to us every business problem which arises. We give it the same sincere and undivided attention that we would were he our only sales outlet. Our entire sales organization at the factory and in the field stands ready to counsel and assist in matters of sales and advertising; our parts and service department in mechanical questions; our financial department in affairs involving finance and accounting. It is this policy of co-operation put into practice every day that has won the confidence and loyalty of many of the foremost of the country's soundest and shrewdest distributors. Your own inquiry will be held in strictest confidence.

- No. 1—Profit
- No. 2—Product
- No. 3—Sales Features
- No. 4—Policy
- No. 5—Growth
- No. 6—Co-operation

*A notable product, high quality, obvious value, factory co-operation, liberal policies, high resale value—these are the fundamentals of a successful and profitable dealership. Watch for the Chrysler comments on these all-important phases of your business. This is the sixth of a series of important messages whose titles appear in the margin. Those which have gone before are well worth your reading. We will gladly send you copies of the entire series to date.*

CHRYSLER SALES CORPORATION, DETROIT, MICH.  
CHRYSLER CORPORATION OF CANADA, LIMITED, WINDSOR, ONTARIO

# CHRYSLER

## SIX ~ FOUR



# MOTOR AGE

Vol. XLVIII

Chicago, November 5, 1925

No. 19

*Summary and Index of Important Events in*

## This Week's Automotive News

*Detailed Stories from MOTOR AGE Staff Writers and Special Correspondents Appear in News Section Beginning on Page 32*

**D**ETAILS of Automotive Equipment Association annual show and convention in Chicago are announced by officials. Page 32.

Production registers slight decline in October. Ford output jumps ahead. Page 32.

Studebaker net profits reported at \$5,035,177 for quarter. Page 33.

Cincinnati dealers report advanced business during early fall. Page 34.

New car sales show big increases in San Francisco territory. Page 34.

Chrysler Corp. reports profits of more than \$8,000,000 in last three months. Page 34.

Tire makers planning greatest output in history during 1926. Page 33.

Colorado automotive volume shows improvement in October. Page 33.

Nash prices are reduced from \$20 to \$300 in both series. Page 33.

Sales and profits in September are reported largest in the history of the General Motors Corp. Page 43.

Cleveland Automobile Company adopts flat rate system of service for dealers and distributors. Page 43.

Ford of Canada reports earnings of \$6,132,327 in last year. Page 36.

Chicago sales volume for October considered normal for this time of year with no unusual decline. Page 36.

Representatives of automotive industry make pleas for repeal of automobile war excises. Page 35.

North Carolina service men organize four new divisions at convention. Page 36.

Studebaker company is pleased with success of pledge plan. Page 36.

New seven-passenger sedan model is announced by Diana. Page 35.

Details of program for second conference of automobile finance companies are announced. Page 37.

Stanley Zweibel is named service manager of Marmon. Page 37.

New seven-passenger Willys-Knight six is announced in two styles. Page 37.

Financial report of Packard Motor Car Company reveals greatest year in history of the firm. Page 38.

Oakland announces larger and roomier landau sedan style with new colors and other refinements at same price. Page 39.

R. C. Rueschaw, sales manager, and one of six original executives, retires from active participation in affairs of Reo. Page 39.

Overland shipments surpass entire 1924 output by 44,000 on October 20. Page 38.

Revenue collections from automotive industry again show an increase in September. Page 43.

Dealers in Los Angeles report 10 to 20 per cent sales gain in October with every indication of good winter. Page 43.

New financing plan for sale of equipment and tools is put forth by Atlas Securities Co., of Indianapolis. Page 35.

*In Next Week's Issue—Cold Weather Profit in Saving Cars From Freezing.*



*The great market for automotive equipment. View down the main aisle of Coliseum at last year's A. E. A. Show*

**A** WIDE variety of accessories, replacement parts and other automotive equipment will be spread out for inspection before the jobbing trade at the annual show to be held Nov. 9-14 in conjunction with the A. E. A. convention.

The show will be held, as usual, at the Chicago Coliseum, exhibits occupying the entire main floors of the Coliseum proper, the South Hall and the new North Hall. Last year the show made use of the new North Hall for the first time, this division of the big Chicago exhibition place answering the need for space but not being slicked up ideally at that time. Now, however, the North Hall presents an entirely finished appearance and displays in that part of the building will be shown to full advantage.

While this will not be a dealer's show it is to play an important role in the dealer's merchandising program of the next few months. Jobbers will be on hand to see what there is new and to stock items that will be passed along to dealers at a later time. New articles announced for the first time at the show will be listed and described, as soon after the show as printers can work, in jobbers' catalogs and literature.

Dealers will be watching for these listings and they will want to get as much early information about the new products as possible.

Realizing this and desiring to be of assistance to the dealer in speeding up this information MOTOR AGE in post-show numbers will publish a comprehensive list of new product descriptions, while in the present issue it presents an enumeration of new products covering a majority of the A. E. A. exhibit booths. In connection with this latter list, appearing on other pages, are given the general lines of products handled by many of the exhibiting companies. The dealer can use this list as a preliminary reference, making note of any products in which he is interested and then watch for the descriptions of these and other items that will appear in a later number

## Great Show of Automotive Merchandise Opens Nov. 9

*Accessories, Parts, Supplies and  
Equipment Make Up Seventh  
Annual A. E. A. Exhibition at  
Chicago—Association's Tenth  
Convention Also Scheduled*

of the magazine. The detail descriptions will appear in the issues of Nov. 12 and 19.

The number of individual exhibitors in this year's show will exceed last year's by 15, the official list showing that space for the 1925 show was allotted to 235 applicants as against 220 in 1924. The number in 1924 was 17 less than the number allotted space in 1923, so it would seem that interest this year among A. E. A. manufacturers is on the upgrade.

### *Utility the Keynote*

It is not the number of exhibitors which makes a good show, however, nor is it the number of items on display. What constitutes a good automotive equipment show is its coverage of the field. It is doubtful if the A. E. A. has ever staged an exhibition before in which the coverage of the field has been more satisfactory and complete than that of the show to be held this year. These exhibitions year after year have been getting down to a show of the more necessary articles, where those of doubtful utility and merchandising value have been growing fewer and fewer.

The standard lines already known to the trade will be displayed more comprehensively than ever with double emphasis on coverage. It will be seen that many companies formerly making equipment for a limited number of car makes are now prepared to supply their wares for numbers of additional makes, if not the entire list.

New products for the most part will be of a practical character, many of them suggesting strong merchandising possibilities. There will be numbers of new things for car owner as well as for the shop and service station. Influence of the balloon tire will be found in a number of booths, balloons being responsible for a steadily increasing total of automotive developments. Strenuous campaigning over the country against automotive thefts will show the imprint of its influence in the numbers of locking devices. This list is a long one and locking products continue to improve. Companies making winter appliances will not overlook this seasonal opportunity, for they will be on hand with many such items, new and previously introduced, as radiator shutters, windshield wipers, radiator solutions and compounds, heaters, etc. The new

offerings will present interesting models in the shape of tools of various kinds as well as quite a list of electrical units, radio sets and radio parts, and many other items of particular interest to the automotive world.

It would be difficult to say which group of new products dominates. The display, however, will stand as a fine

tribute to inventive genius and an evidence of progress.

Concurrently with the show, which is the seventh annual automotive equipment exhibition, the tenth annual convention of the A. E. A. will be held in Chicago, the general sessions being held at the Coliseum Annex and divisional sessions at the Congress Hotel and the Coliseum

## Good Business Ahead in Automotive Equipment Field

*Next Year to Be Best Yet as Enlarged Car Production and Keener Competition Result in New Vehicles Being Listed With Less Equipment*

By W. T. MORRIS

*President Automotive Equipment Association, Vice President American Chain Co.*



W. T. Morris, President A. E. A.

AS we watch the progress of the plans for 1926 automotive production, we cannot but be impressed by the fact that especially the larger units of production are working to very ambitious plans. With a potential capacity, according to some reports, of six million automobiles, two things are assured to the industry: first, that the greatest selling effort ever put forth in the industry will go into the development of 1926 business; and, second, that the condition will be highly competitive, more especially in the medium and lower price fields.

This effort will undoubtedly produce results never equalled before in the industry. And inasmuch as new car sales are a large controlling factor in accessory sales, the industry can be assured of a volume of business unequalled in previous years.

With conditions as highly competitive as they will undoubtedly be during 1926, it is quite likely that car factories generally will lean rather toward the elimination of accessories as standard equipment rather than increasing the quantities used, in order that they may compete at a lower price basis, and this of course will enable the automobile dealer to sell the accessories to car owners at a substantially greater profit to himself than would accrue to him were they sold as a part of the car, and the result of this can only be a very much better financial condition upon the part of dealers generally.

The replacement parts and equipment business is more dependent on the cars in operation than on new car sales. We believe we can see a growing tendency upon the part of car users to come more nearly to using up the car miles that the car was designed for, and this is having two decidedly good effects on the industry as a whole. First, it has tended to lessen the used car problem. Second, it has increased the market for shop equipment and replacement parts. Both of which are evidences of a more healthy condition in the trade.

At this writing the question of excise tax is still to be settled—with strong possibilities, however, of its being removed. And inasmuch as the car manufacturers are on record to pass this saving on to the consumer, an increased market will be the result in every price class.

The farm market for automobiles is very nearly, if not entirely, back now to normal. Employment conditions generally throughout the country are better than they have been since 1920, which must be reflected in urban business. And coupled with these general conditions, we have the development of the fastest growing unit of transportation in the industry—the passenger bus—which must not be overlooked in its effect on the industry as a whole.



# Serving the Retail Trade



N. F. Ozburn, vice-president, A. E. A.

## *How the Automotive Equipment Jobber Acts as a Great Reservoir for Merchandise on the Way to the Consumer by Way of the Retail Dealer*

By N. F. OZBURN,

*Ozburn-Abston & Co., Vice President Automotive Equipment Association*

THE Automotive Equipment Jobber has a distinct and important part to play, and a duty to perform in properly servicing and distributing replacement parts, accessories and shop equipment to the retail dealer in the territory which he serves. If the jobber is to properly do his part in servicing the retail dealer, and be successful, his first must be a house that is adequately financed—have a trained efficient sales force and a house organization that appreciates all the words SERVICE and CO-OPERATION mean. Last but not least, he must have adequate warehouse facilities where orders can be filled correctly and with a minimum delay.

The retail dealer should look upon his jobber as his buying department, and the jobber's buyer should ever have in mind that he is not only buying for his individual house, but for the thousands of Dealers whom the jobber serves. The lines he purchases for resale should first be of proven quality, rightly priced, made by a manufacturer with a policy, and merchandise that will meet ready demand upon the part of the consuming public and show a legitimate profit to both the dealer and the jobber.

Prices from all legitimate jobbers, quality of merchandise being considered, are practically the same. The jobber who, therefore, expects to properly serve the retail trade to advantage, must necessarily sell more than merchandise. He must sell his SERVICE to the dealer in more ways than one. First—his ability to cut down the Dealer's investment in stock by pointing out advantages to be derived by carrying an adequate, but small stock of the quick and profitable selling items, using the enormous stock of his jobber as a surplus stock and ordering frequently, resting assured that the jobber will be in a position to fill his orders on the day received. The dealer who follows this policy will find that he will have additional capital free to use in the further upbuilding of his business.

The dealer will find it to his distinct benefit to confine his purchases, as far as possible, to one or two good jobbers. For by so doing, the account will be a worthwhile one and in times of stress he will find that the credit departments of these jobbers will be more than willing to co-operate by extending him special terms or carrying his

account until his finances are once more on a sound basis. The writer knows personally dozens of successful retail automotive dealers today who owe their success to the co-operation, help and assistance rendered by their jobbing connections. Dealers who started in business with nothing more than a will to do, and a high sense of moral obligation, were assisted up the ladder of success and prosperity by the guidance of a good jobber.

### *Salesmen Can Help*

The properly trained jobber salesman can and should be of immense benefit to the dealer trade. In traveling over his territory, he is constantly coming in contact with successful dealers, who in their business have established tried and proved sales methods, which he in turn can pass on to the benefit of his other customers. Having a broader and better knowledge of the automotive line which he sells, he can assist the dealer in educating his men to be real "Ask 'Em To Buy" merchants. He should demonstrate labor saving devices for the shop men and offer suggestions for dressing show windows and the proper display of merchandise, thus making his sales efforts something more than simply the exchange of MERCHANDISE for DOLLARS.

It is doubtful whether the car manufacturer or the dealer fully appreciate the distinct service that the automotive equipment jobber is performing in the replacement parts field. With the 18,000,000 passenger cars now on the American highways, it would be an impossibility for the car manufacturers or their authorized dealers to supply parts for and service this enormous number of cars. To carry in stock the different oversize pistons, pins, and rings, together with such items as gears, springs and articles of a like nature for the different and numerous models which have been brought out during the past few years, would place a financial burden on the car dealer which very few would be in position to carry.

The jobber in most instances is carrying standard replacement parts of proven merit, rendering prompt and efficient service to the retail trade and keeping the cars on the American highways moving, and at less cost and more efficiently than could be accomplished in any other manner.

Cars that normally would be out of commission for anywhere from a week to ten days, awaiting the arrival of parts from factories, are being supplied parts from the jobber's stock and put back in running condition within a few hours.

If the dealer will but realize that discount is not every-

thing in business, and that his interests and the jobber's are one and the same, he will find the jobber his best friend, and ever willing to lend all co-operation and aid in helping to build permanent and profitable business—thereby overcoming the efforts and work of their greatest common enemy the “gyp.”

## A Good Jobber Is the Retailer's Best Friend

*Dealer Who Makes Himself Worthwhile Customer of Dependable Wholesaler Has Business Advantage*

By WILLIAM M. WEBSTER

*Commissioner of the Automotive Equipment Association*



*William M. Webster, commissioner, Automotive Equipment Association*

**T**HERE is no more important thing for the retail merchant to consider than that of securing and maintaining an adequate and dependable source of supply. Profits in business result from selling. Goods must be bought before they can be sold, and good buying is, therefore, a mighty important factor and it is impossible without the right kind of a supply source, which often means the difference between a profit or loss in operating a business.

Too many merchants buy on price only. One must secure his merchandise at fair prices, else he cannot meet competition, but price is not the only and all-important consideration. In times now gone, when rentals were cheap, warehousing cost low, transportation difficult, and when merchants bought supplies for six months or more, money could be made by price-haggling and bargaining, but money in a business today is made in the selling—by the quick turnover and many small profits rather than a few large ones. Successful merchants recognize this and act accordingly.

If I were a retailer, I would expect to pay my jobber a fair price, that is, his cost plus a profit that would enable him to pay his operating expenses and then some—which is his just and reasonable due. I would then carefully analyze his ability to supply my needs of quality merchandise in an efficient and dependable way in order to bring to my business the advantages of a jobbing connection on which I could rely.

The public today more and more demands well-known and branded merchandise. A dependable wholesaler will have the

confidence of manufacturers and will be enabled to furnish merchandise that is in demand on reasonably short notice, thereby enabling the retailer to serve his customers with a minimum of expense.

The great problem in business today is that of efficient distribution. As a rule, anything that can be sold can be made, but it does not work the other way around, for many things made might not be capable of being sold, so leaders in the industry now emphasize the necessity of efficient distribution. A dependable wholesaler understands the problems of his dealers, gives thought to their merchandising needs and co-operates with them in stimulating the sale of merchandise that he supplies them.

The wise retailer will tie closely to a wholesaler of established reputation, give him a volume of business that will justify his having a real interest in the well being of the retailer's business, and he will work with the dealer in helping him build a greater business by every possible and legitimate means of increasing sales.

When a wholesaler has a real interest in his dealer he is willing to give him all aid consistent with good business to help him place and keep his business on a sound basis.

The writer recalls a grocery merchant in Eastern Carolina, who, in the depressing days of 1892, found the going mighty hard. He had always worked closely with his

jobber, had taken care of his obligations at the appointed time or had made satisfactory arrangements. He had avoided the practice of giving many wholesalers a little dab of business, but gave a limited number a volume that made his business worth while to them. As a result, when he was hard-pushed, those wholesalers with whom he had been doing business came to his rescue, helped him over the hard period and thereby kept him and his business

from going on the rocks; and there are thousands upon thousands of like instances. Your wholesaler is your friend—cultivate and develop close relations with him. It will pay both him and you.

I think it well, in closing to re-state the thought expressed in the beginning—There is no more important thing for a merchant to consider than that of securing and maintaining a dependable source of supply.

## Christmas Profit in Automotive Merchandise

### Alive to the Christmas Opportunity

The following manufacturers, members of the Automotive Equipment Association, had notified the A. E. A. Merchandising Department of their plans to feature their products as Christmas gifts, up to the time the accompanying article was written:

	Will have Xmas Boxes	Will have Xmas Wrappers	Will have Display Material	Will adv. in Trade Papers	Will adv. in Newspapers	Will adv. in Magazines	Will have Direct Mail
American Chain Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Apco Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Apex Electric Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Appleton Electric Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Benzer Corporation	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Blackhawk Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Champion Spark Plug Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Cincinnati Victor Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Crescent Tool Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Cuno Engineering Corporation	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Delta Electric Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Dominion Chain Co., Ltd.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
E. A. Laboratories, Inc.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
E. Edelman & Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Elite Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
French Battery & Carbon Co.	Yes	Yes	Yes	Yes	Some	Yes	Yes
Fisher Motor Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hastings Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Kay Bee Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
K. D. Lamp Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Kingsley-Miller Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
LeCompte Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
J. C. McAdams Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Metal Specialties Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Miller Lock Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Frank Mossberg Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
National Carbon Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
New Era Spring & Specialty Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Norlipp Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Phinney-Walker Co., Inc.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Pyrene Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Rees Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
G. A. Roth Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
S & M Lamp Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
C. A. Shaler Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Spark-Withington Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Spittdorf Electrical Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
F. W. Stewart Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
W. H. Thomas Mfg. Co.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Williams Bros. Aircraft Corp.	Yes	Yes	Yes	Yes	Yes	Yes	Yes

*How A. E. A. Manufacturers and Jobbers Are Campaigning to Help Dealers Sell Accessories and Equipment as Holiday Gifts.*



Arthur R. Mogge, Merchandising  
Director A. E. A.

By ARTHUR R. MOGGE

Merchandising Director Automotive Equipment Association

THE idea of merchandising automotive equipment as Christmas gifts has been growing more popular every year, and all advance reports indicate that this season will be the most successful on record.

Following a general program outlined by the Merchandising Department of the Automotive Equipment Association, many manufacturers started several months ago to make preparations for the Christmas business. To assist

dealers to sell more accessories this season, manufacturers have put their products up in holly boxes or holly wrappers, special display material has been prepared, direct-mail campaigns have been arranged, and extensive advertising campaigns released in trade papers, consumer publications, and newspapers.

In addition to the sales helps provided by the manufacturers, representative jobbers in the United States and



Canada have gone further and through the A. E. A. have arranged to supply very attractive window display material, gift suggestion booklets, Christmas tape, string, stickers, holly wrapping paper, and even cuts and copy for newspaper ads.

To further stimulate interest in the Christmas program, the A. E. A. Merchandising Department, for the third successive year, has announced a Christmas Window Display Contest for Dealers. Fifteen prizes totalling \$500 will be awarded for pictures of the best trimmed windows featuring the idea "Give Something for the Car This Christmas." The contest does not close until December 24, and entry blanks are available through A. E. A. jobbers and their representatives.

The real success of the whole undertaking, however, depends upon the volume of sales made by dealers. The best of plans are of little value if merchandise is moved from manufacturers to jobbers to dealers and then remains on dealers' shelves. Early reports received from dealers, however, indicate that they are putting in stocks, will display, advertise and "Ask 'Em to Buy." The result will be that they will get consumer interest and will sell accessories as Christmas gifts.

The most enthusiastic dealers are those who have gone after the Christmas business in former years and found it paid. One dealer in Oregon recently stated that his business last Christmas was 400 per cent better than the year before. An Illinois dealer got busy last year and put in a Christmas window, advertised and sent out several hundred gift suggestion letters. The result was that his sales were three times those of the previous December.

Any dealer who will put the necessary effort behind the Christmas campaign will find it pays. In case a salesman finds a dealer who may be skeptical, the following points outline the dealer's opportunity:

1—The owners of the nineteen million automobiles in the United States and Canada represent the group of people who have money to spend.

2—Interest in automobiles is not limited to the car owners, but has spread out to include the interests of whole families and circles of friends. Thus, while there are nineteen million cars, each car offers the basis for at least five automotive gifts or a total of 100,000,000 gifts.

3—The purchasing public in the past has wandered from store to store, looking for gifts which would be practical and appreciated. Automotive accessories solve the problem in most cases.

4—Women do most of the Christmas shopping and if automotive dealers want their patronage they must go after the business in the same way that leading merchants in other lines have found successful in former years. Many women drive cars and have occasion to patronize car dealers and garagemen for service and supplies. They offer every automotive merchant an excellent opportunity to "Ask 'Em to Buy Something for the Car This Christmas."

It is easy to get the Christmas business, and the following points may help those who want to cash-in on the Christmas trade, but do not know just how to begin:

1—Put in a stock of accessories suitable to be sold as Christmas gifts.

2—Sell entire organization on Christmas possibilities if they "Ask 'Em to Buy."

3—Put in an attractive Christmas window display. Ask your jobber about special display materials.

4—Put up a large card or streamer with the caption: "Give Something for the Car This Christmas."

5—Procure holly paper and wrap up some of the stock on hand that should sell during the holiday season.

6—Run newspaper ads. Send letters to everybody in the community, and remember telephone calls often help sell goods.

7—Solicit the help of school children. They can get the "grown-ups" interested when others can't.

## Use of Benzol as Motor Fuel

IN a paper recently read before the industrial division of the American Chemical Society, Mr. E. L. Hall, general superintendent of the Portland Gas & Coke Company, brought out the salient features of benzol as an engine fuel. An abstract of Mr. Hall's paper follows:

Benzol can be used successfully by itself as a motor fuel provided carburetors are adjusted specially for it. For complete combustion 1 lb. of benzol requires theoretically 13.33 lbs. of air and 1 lb. of gasoline 15.01 lbs. of air. The weight of benzol is 7.35 lbs. per gallon and gasoline 6.37 lbs. per gallon. It follows then that 1 gallon of benzol requires 98 lbs. of air and 1 gallon of gasoline 95.6 lbs.

For several months after the Portland plant was started all the motor equipment of the Portland Gas & Coke Co., together with several other local truck fleets were operated on straight benzol. During this period careful records of mileage, etc., were kept. Increases of 15 per cent to 30 per cent in miles per gallon of fuel were obtained and after 500 miles running the dilution of crankcase oil was found to be 7 per cent with gasoline and only .3 per cent with benzol. The absolute viscosity of oil after use

with gasoline decreased 62 per cent at 75 deg. F., with benzol it increased 71 per cent at 75 deg. F.

This shows practically no dilution of the lubricating oil with unburned portions of fuel when using benzol. The dilution of crankcase oil has been recognized by automobile manufacturers as one of the most vital factors affecting the wear and tear on engines.

The disadvantage of requiring carburetor adjustment, and also the fact that the benzol froze at 27 deg. F. led to the decision to blend the benzol with gasoline before placing it on sale to the general public. Blending reduces slightly the increased mileage obtainable with straight benzol, but experience has shown that the gasoline benzol blend increases mileage from 10 per cent to 20 per cent. More power is developed particularly on hills and in most cases the spark can be carried fully advanced without any tendency to "knocking." This is due to the slower flame propagation of benzol the explosion taking place less suddenly than with gasoline, and exerting the driving force for a greater portion of the piston stroke. The great volatility of benzol produces greater ease of starting, particularly in cold weather.

Benzol is a powerful solvent, and it has been found that when using benzol mixtures in a car that has been running up on gasoline the accumulation of dirt in the tank and fuel pipe is sometimes loosened up and carried forward into the carburetor.

It has also been found on certain low priced cars with cork floats in the carburetors, that the benzol would dissolve the varnish off the cork, and the float would become soaked which causes flooding of the carburetor. On the more recent models this trouble has been obviated by the use of a pure shellac varnish which resists the solvent action of the benzol.

Some work has been done, particularly in the European countries, on benzol-alcohol mixtures for motor fuel, but apparently they do not give the satisfaction that a benzol-gasoline mixture gives. To develop the power from alcohol, higher compression engines are needed, and it has been found that alcohol causes corrosion of tanks and fuel piping on automobiles. Unless the combustion is carefully regulated acids are formed in the motor which corrode valves, etc.

# Electrical Flat Rates Are Practicable

*Motor Age Chart Points the Way to Standardized Prices by Service Stations*

By A. H. PACKER

"HOW much will it cost," is still the cry of the car owner, no matter whether he is shopping around for a new tire or is hunting for a shop which is capable of replacing a few thousandths of an inch, lost in some unaccountable way from his generator bearings.

Many shops are giving him the answer as far as labor is concerned, some even including material. Electrical operations are more simple than mechanical jobs done on the engine. Is there any reason then why they too can not be done on a flat rate basis? The chart in this issue is the answer of MOTOR AGE to this question.

In this chart the prices are given in dollars, and while some variation from the figures may seem advisable in certain localities it is felt that conditions in various places balance one another to a great extent. A city shop may have high overhead expense, which may raise the cost of doing the work, while on the other hand its men are so experienced that they do each job very quickly. The country shop, however, may have low overhead but will take more time to do the same operation. In like manner the expense of equipment in one shop will be more than offset by the length of time required when little equipment is available, while a continuous run of work in the city shop will be offset by more lost time in the country shop.

Another great advantage of a fixed and standardized price is that it is accepted as fair by the car owner and goes a long way toward eliminating from his mind the idea that he is being stung in one shop but is slipping something over or getting a bargain in another.

In looking over the chart it may be felt by some who are accustomed to work on a close margin that a few of the prices are too high. It should be remembered, however, that flat rates imply guaranteed work, making good on the job in the first place and doing it over if it comes back, so that a margin to cover such contingencies is necessary.

Some flat rate systems assume that when the car comes to the service station, that it is known what is wrong. In many cases this is true while in others it is not. Where the ammeter does not register charging current, a wire may be broken and a fuse blown or the generator may need overhauling. A test of some sort is needed to find the nature of the trouble. That is the reason for operation No. 1 on the chart, but the charge must be applied with discretion.

If the service salesman can close the

cutout points by hand and from the ammeter indication know that the generator is at fault it might be inadvisable to add the testing charge, for the price of overhauling the generator would cover the time spent in this simple test. On the other hand if considerable time is spent in locating the nature of the trouble, and especially if the car owner drives out and says he will come in some other time, then it would be advisable to apply the testing charge.

In the generator work, operation No. 2 covers taking the machine off, replacing it and making the necessary final adjustment of the charging rate on the car.

Electrical maintenance and repair operations on the automobile are as readily standardized in price as any other operations. In the accompanying article Mr. Packer shows how the flat rate method can be applied in pricing electrical service jobs and in the chart that follows he presents a complete schedule of suggested prices that will be found useful in arriving at fair prices in any service shop.

No. 3 covers repairing the generator, that is, the bench work, but does not include a charge for changing field coils or under-cutting the commutator. In this way there is an approximate division of expense in proportion to the work required.

## Some Examples

A generator is brought in, armature shorted. This requires replacement of the armature only and the labor charge is found under operation No. 3. Taking the first car given, which is an Ajax, this would be \$4.00.

Anderson car driven in. Commutator burnt, brushes worn down, field coil open. The labor prices to use would be

No. 2	.....	\$1.50
No. 3	.....	4.25
No. 4	.....	1.00
No. 5	.....	1.00
Total	.....	\$7.75

Item No. 7 is not recommended, but is put in the chart to cover emergency jobs where a tourist, for example, can not wait to have the generator properly taken care of. Sanding the commutator is usually required on account of oily

brushes or some such condition, which means the job can not be permanent.

Item No. 8 in most cases covers construction where adjustment of the generator position also adjusts the tension of the front end timing chain.

Operations No. 11, 12 and 13 appear to be similar, but the difference arises in the variation in the starter drive mechanism on various cars. No. 11 is intended to take care of the removal of this mechanism, the starter being taken off if necessary. In a Dodge Brothers car this would be the chain, in a Cadillac or Buick previous to 1926 it would be the gears which transmit the drive to the flywheel. On a Ford it would be the Bendix. In operation No. 11 the starter is not removed unless necessary.

Operation No. 12 means removal and replacement of both the starter and the drive mechanism, while No. 13 is designed to take care of removing and replacing the starter only, the mechanism being left on the car. For example, it would cover the Dodge Brothers motor generator, when the chain is held up in place with wire, but is not removed. It would also cover the older Buicks where the motor generator only is taken off and the gear and clutch mechanism remain on the car.

Operation No. 14 covers the bench work on the starter including change of field coils if needed, but does not include turning the commutator which is an extra charge as given in operation No. 15.

Operations from No. 17 to No. 24 cover work on the ignition system. Where there are two coils, two sets of contacts or two distributor caps to be worked on, the price given should be twice that in the table, which is the unit price in each case.

Operations No. 25 and No. 27 cover work on the old spark plugs, while operations No. 26 and No. 28 cover the installation of new ones. In the later jobs, the question of policy may affect the charge made. If a customer orders new plugs installed, some shops make a practice of putting them in without charge.

The nature of the work covered by the remaining operations should be evident from the description given in the chart. The last item, covering carburetor adjustment, is given because, when the engine misses, the first thing the owner is likely to do is to play with the adjustments. The consequence is that when the car gets to the electrical department to have the ignition taken care of, it is also necessary to have the carburetor adjusted. The prices given in operation No. 46 do not, however, cover any repair work on the carburetor.



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